



The **CONE ZONE**

G O E S S T A T E W I D E

ENCOURAGED BY THE SUCCESS OF EARLIER

"SLOW FOR THE CONE ZONE" CAMPAIGNS THAT

HAVE RESULTED IN A DRAMATIC DROP IN WORK

ZONE ACCIDENTS, CALTRANS THIS SPRING

IS ROLLING OUT THE CAMPAIGN STATEWIDE

AT A COST OF ALMOST \$4 MILLION.

"We are tremendously gratified that the department is taking the campaign statewide," said Larry Orcutt, Chief of Caltrans Maintenance. "I know that every single person who has to work on a busy highway will be grateful that the department is willing to put in such a major effort for roadworker safety."

Orcutt noted that, in the areas where the "Slow for the Cone Zone" campaign previously had run, accidents in work zones involving motorists had dropped by a total of 25 percent and, even more important, that no Caltrans worker had been killed on the job in the past two years.

continued

Photos by Ed Andersen, Jon Hirtz

George Swift, Coordinator, Local 12, International Union of Operating Engineers, said, "Anything they can do to alert the public to Caltrans workers out there is great. We've gone two years without losing a worker. The pilot program has had great effect because the numbers are going down. More power to Caltrans."

Caltrans Director Jeff Morales led a memorial service in Capital Park in Sacramento in April to kick off the new campaign. "Our workers are our most precious resource," Morales said. "It is critical that we do everything possible to make their world safe."

The Capitol Park service featured a memorial made of 158 orange cones, shaped into a caution sign, each bearing the name of a fallen worker.

The service marked the start of the Cone Zone campaign, whose messages on radio, television and outdoor advertising are expected to reach more than 97 percent of Californians an average of 38 times each. While the program is aimed at adults between 25 and 49, it also will be seen 75 million times by teen-aged drivers, who are involved in a significant percentage of crashes and fatalities.

The previous award-winning campaign, which had run in Sacramento and the San Francisco Bay Area, resulted in two-thirds of Sacramento drivers and almost three-quarters of Bay Area drivers saying that they were now more alert to workers in work zones. In Sacramento, 93 percent of drivers and 86 percent of Bay Area drivers say they now drive more slowly in work zones—"so I don't hurt someone."

The new awareness campaign, assigned to the Sacramento advertising and marketing agency of Glass McClure, Inc., targets all 12 Caltrans districts, employing media that communicate with drivers just before or while they are in their vehicles, using 60-second radio, early morning television news, billboards and radio traffic sponsorships.

Television will be used to inform commuters as they are getting ready to go to work. Radio and outdoor advertising will provide frequent reminders to people in their cars when they are receptive and in a position to change their behavior.

The campaign is expected to use a number of other mechanisms to reach those who drive on highways where workers are at risk. It will tie in with such efforts as the "LA Traffic Guide," created with Unocal 76 stations to allow commuters to find alternate ways to their destinations. A minimum of 750 000 LA Traffic Guides will be printed, identifying current and future cone zone locations.

Workers on the campaign will consult with district staffs to launch public relations events just prior to introducing the paid advertising in order to create interest. They will seek news coverage where the campaign is new and where there are newly opening work zones. As a community outreach tool, driving schools will be asked to use Slow for the Cone Zone videos and brochures.

Among other ideas being considered for the campaign are:

Creating a tool kit for Caltrans districts to use to attract local media coverage with a media advisory template, news release template, public service announcements, talking points for speakers, promotional giveaways and brochures for the public.

Adopting a radio station in each market as a sponsor of the Slow for the Cone Zone campaign.

Sending 30- or 60-second Slow for the Cone Zone public service announcements to television stations.

Raising awareness of workers among future California drivers in high school driving classes.

"Slow for Cone Zone's safety messages create a natural fit with a number of organizations and companies that

Previous Cone Zone campaigns have been highly successful, raising driver awareness, reducing work zone accidents and preventing fatalities.





could be approached for potential partnerships," says Dennis Trujillo, Deputy Director for External Affairs. "We believe that other entities that promote safety with motorists, as well as those with access to key audiences, such as media outlets, will be approached for partnerships. These include insurance companies, the California Broadcasters Association, cell phone companies, major TV and radio stations, fast food corporations, driving schools and many others. The possibilities here are enormous."

The program will reach out to newspapers (including Spanish and other languages) and go beyond such subjects as transportation to consumer, environmental, health, lifestyle, op-ed page editors and editorial boards.

Television and radio news, traffic reporters, talk shows and public affairs shows will be pitched. The campaign will also approach trade, professional and consumer publications and corporate, industry association and government agency publications.

"We will work with the districts to identify other industries, government agencies, nonprofit groups and private

firms that would make good partnership matches, and formulate a plan to initiate their participation in the campaign," Trujillo said.

Trujillo lauded Glass McClure for its earlier efforts, noting that "California Slow For The Cone Zone 2000" had garnered national awards from AASHTO and a gold "Addy" Award from the Sacramento Advertising Club.

"Since the Cone Zone program started several years ago, we have had the vital cooperation of such organizations as the Office of Traffic Safety, the California Trucking Association, the California Dump Truck Owners' Association, more than 30 Northern California radio stations, Clear Channel Outdoor and the International Union of Operating Engineers, to name a few."

"We thank them for their efforts toward this one, single, over-riding objective: the safety of our workers," Trujillo said.

*Caltrans
roadworkers
honor their
fallen comrades
in an annual
commemorative
ceremony.*

